

Message Text

UNCLASSIFIED

PAGE 01 STOCKH 04091 200723Z

11

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
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R 200535Z AUG 75
FM AMEMBASSY STOCKHOLM
TO USDOC WASHDC
INFO SECSTATE WASHDC 5427

UNCLAS STOCKHOLM 4091

FOR: BIC/OED

E.O. 11652: N/A

TAGS: BTRA, SW

SUBJECT: COMMERCIAL PROGRAM: US VISIT OF MR. ROLF K. SUNDEN

1. A COMMERCIAL INVITATION HAS BEEN ISSUED FOR MR.
ROLF K. SUNDEN, MANAGER OF HEMMA-KEDJAN AB, NYA AGNESFRIDS-
VAGEN 179, S-213 75 MALMO.
2. THE FIRM IS A WHOLESALE AND RETAILER OF FURNITURE,
CARPETING, FURNISHINGS, ETC. AND IS SEEKING US SUPPLIERS
IN THIS FIELD.
3. MR. SUNDEN WILL VISIT CHICAGO AUGUST 21-24 AND NEW YORK
AUGUST 27-29 AND WOULD APPRECIATE THE ASSISTANCE OF THE
DISTRICT OFFICES IN THESE CITIES. HE WILL BE STAYING AT THE
SHERATON, 505 N. MICH. AVE., CHICAGO, AUGUST 21-24 AND AT THE
NEW YORK HILTON AUGUST 27-29.
4. HEMMA-KEDJAN AB BELONGS TO ONE OF THE LARGEST BUSINESS
GROUPS IN SWEDEN, PERSONER AB, AND IS CONSIDERED A GOOD
TRADE CONTACT BY LOCAL CREDIT SOURCES.
STRAUSZ-HUPE

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: BUSINESSMEN, VISITS
Control Number: n/a
Copy: SINGLE
Draft Date: 20 AUG 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975STOCKH04091
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750287-0662
From: STOCKHOLM
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750834/aaaabdb.tel
Line Count: 49
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 1
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: ellisoob
Review Comment: n/a
Review Content Flags:
Review Date: 21 JAN 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <21 JAN 2003 by ReddocGW>; APPROVED <22 MAR 2004 by ellisoob>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: COMMERCIAL PROGRAM: US VISIT OF MR. ROLF K. SUNDEN
TAGS: BTRA, SW, (SUNDEN, ROLF K)
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006